Patent Application No. 10/043,714
Amdt. Dated October 4, 2006
Reply to Office Action of July 6, 2006

Docket No. MET2.PAU.25

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In re the Application of:)
       I. BENTOLILA et al.   )   Examiner: Peter C. Wilder
)
Serial No.: 10/043,714   )   Group Art Unit: 2623
)
Filed: January 9, 2002   )
)   Irvine, California 92612
For :   )
SYSTEM, METHOD, AND SOFTWARE)
APPLICATION FOR TARGETED   )
ADVERTISING VIA BEHAVIORAL   )
MODEL CLUSTERING, AND   )
PREFERENCE PROGRAMMING BASED)
ON BEHAVIORAL MODEL CLUSTER__)

MS AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

<u>AMENDMENT IN RESPONSE TO JULY 6, 2006 OFFICE ACTION</u>

Dear Sir:

In response to the Office Action of July 6, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Drawings begin on page 8 of this paper and include a replacement sheet and an annotated sheet showing changes.

Remarks begin on page 10 of this paper.